

D.M. 9 15/1993  
T&D 15/11/93  
S.R.M. 11/11  
S.A.M. 21 18/13/93

R. H. FRICKE  
SPECIAL ACCOUNTS MANAGER

1220 CAMPUS DRIVE WEST  
MORGANVILLE NJ 07751  
908-972-1138  
FAX 908-972-3048

VIA ELECTRONIC MAIL

DATE: APRIL 30, 1993

TO: F. V. NATALE R. L. VANSICKLE  
R. A. RIDGE F. J. DEJONG  
R. R. STEELE D. L. JAMES  
J. H. CASEY

FROM: R. H. FRICKE

RE: SUPERFRESH CID 1127 00 00/  
SUMMER PROMOTIONS

Gentlemen:

Mr. Nick Martell, director of grocery, has approved the following:

Winston \$40 / \$4.

A first week, May 24, automatic distribution of 65 cartons (assorted styles) will be made to all stores. Nick has also authorized the additional reduction of the "Select" styles to \$.50 and \$.5. This is to be handled at store level.

Camel \$4

A first week, May 24, automatic distribution of 45 assorted cartons will be made for use with our couponing effort.

BIG IF Product

The following brands are authorized. Please handle at store level:

Camel  
Filter Soft and Box  
Light Soft and Box  
Special Lights Box King and 100's

Winston Select  
Soft and Box

Salem Gold

CC: LANNY

51849 9467

Super Fresh  
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All product is to be merchandised on existing pack or carton vehicles. No separate floor displays were authorized for either P. Morris or R. J. Reynolds. Advertising was approved for placement at the point of sale.

Your follow/through with initiating these promotions is greatly appreciated.

Sincerely,

**BOB**

R. H. FRICKE

RHF:ps

cc: M. A. Young  
J. A. Miller  
G. P. Mitchell

M-2

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